



[Parallel Lines \(RSA\) receive continued support from Philips](#)

<http://www.frontrowreviews.co.uk/features/parallel-lines-rsa-receive-continued-support-from-philips/6012>

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Back in April we posted some articles relating to a project called [Parallel Lines](#) (<http://www.frontrowreviews.co.uk/genres/action-adventure/parallel-lines-is-a-gift-to-bidding-studios/4814>). A series of short films produced by Ridley Scott Associates (RSA).

A new 3D film is soon to be launched and continues the 'Parallel Lines' campaign, promoting Philips' cinematic range of 3D LED TVs, including the world's first Full HD 3D cinema proportion LED TV, Cinema 21:9 Platinum Series, which launches later this summer. Philips' creative agency DDB UK is collaborating with award-winning Vision3@ Compendium to manage the creative and technical aspects of the shoot and post-production. The 'Parallel Lines' campaign won the 2010 inaugural Cannes Lions Grand Prix for Film Craft.

The 3D film will be fully revealed in September and will be supported by an in-store retail experience. A 2D version of the film will also be presented on www.philips.com/cinema (<http://www.cinema.philips.com>) and www.youtube.com/philipscinema (<http://www.youtube.com/philipscinema>). Exclusive footage of how the film was made, including interviews with the director and crew, will be released on Philips Cinema's [Facebook](#) (<http://www.facebook.com/philipscinema>) page during the build up to the premiere in September.

The 'Parallel Lines' campaign, which launched in April, challenged directors from RSA to respond to a single dialogue to demonstrate that whatever content is watched, only Philips TVs' Ambilight technology, award-winning picture quality and superior sound, can recreate the best cinematic viewing experience at home. Since April, the 5 'Parallel Lines' films have been watched over 5 million times. For this 6th film, RSA's Barney Cokeliss was challenged to submit a treatment for a short 3D film based upon the same single dialogue.

The inaugural Film Craft Grand Prix was awarded for the short film 'The Gift' (<http://www.frontrowreviews.co.uk/genres/action-adventure/parallel-lines-is-a-gift-to-bidding-studios/4814>) by Ridley Scott Associates (RSA) director Carl Erik Rinsch at this year's Cannes Lions. The Gift' also received a Gold Film Craft Lion for Special Effects.

For the last release, Front Row Reviews received a [mysterious box](#) (http://www.frontrowreviews.co.uk/cinema_releases/parallel-lines-ridley-scott-associates-production/4783)... will there be another one this time?